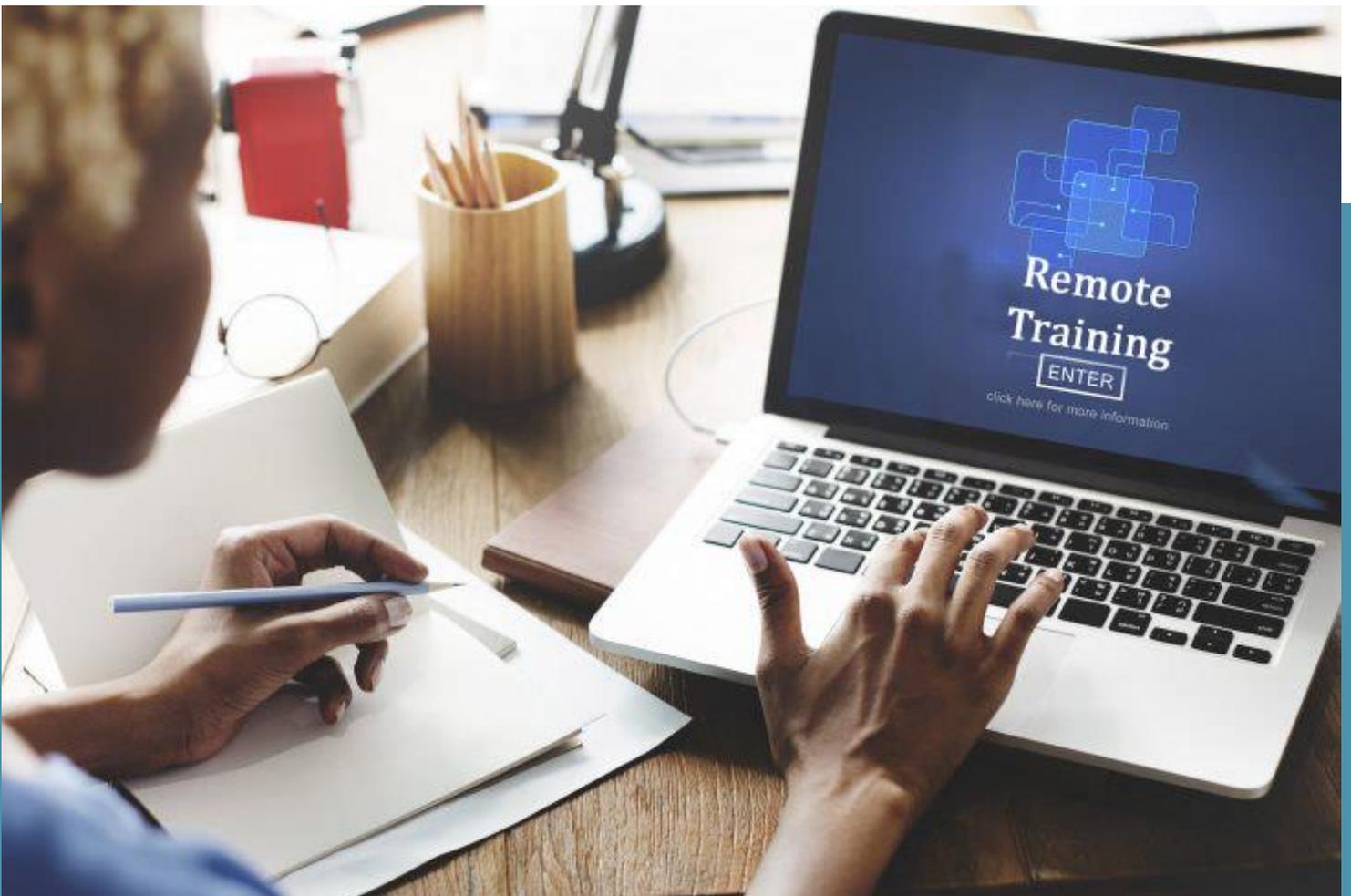




Remote Training Program

CLIENT CASE STUDY

Virtual Onboarding



Paul Charles & Associates

Client Case Study



Budget cuts caused a national corporation with approximately eighty locations across North America to cancel a five-day onboarding and training program for newly hired salespeople.

Customarily delivered three times each year at the company's corporate headquarters, the program typically included a robust module on selling and prospecting skills, systems training and an organizational orientation component.

We proposed and created a customized and highly-interactive ten-week virtual onboarding program, which eliminated travel and lodging costs, and which also enabled the twenty participants to absorb and apply the material at a comfortable pace.

Summary:

Customized remote sales training solution for national sales organization.

Our client realized an 80% cost savings, received outstanding ratings from participants and documented improved sales performance.





To meet management's objectives, various department managers were strategically involved, each presenting an overview of how their departments would be interacting with and supporting the sales effort.

The program concentrated on four key areas:

- Sales process & selling skills
- Prospecting & networking
- Corporate structure & resources
- CRM system use

Measurable Outcomes...

During the implementation phase, participants reported high levels of satisfaction with the format and content. Many noted that they were able to instantly apply the material, and appreciated the immediate feedback facilitated by the program's structure, which consisted of two sessions per week.

Most were also surprised by the interactive nature of the remote classes, which included role plays, exercises and weekly written exams. The curriculum was managed based upon the group's performance on the quizzes and based on input from various Branch Managers who were able to audit select sessions.

A post-program survey indicated that students were extremely satisfied with the presentation style and fast-pace of the classes. All participants indicated that the training met or exceeded their expectations, and that they were able to document measurable improvements in job performance as a result of the sales and business development components.

The company's IT department was also able to confirm more effective use of the CRM system, and local managers reported the new Reps were better able to leverage corporate resources on behalf of their customers

80% Savings, 100% Satisfaction...

Overall, the company enjoyed an eighty-percent cost savings, and estimated significant productivity gains since the reps were not away from their selling territories for an extended time. Retention levels were also higher when compared to past groups that attended the five-day on-site training.



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